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4-H and YOUTH DEVELOPMENT

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No. 72

Washington 25, D. C.

April 18, 1963

Dear Co-Workers:

Problems of rural youth in a changing environment will be the theme of a national conference, September 22-25, at Oklahoma State University.

The major purposes are:

1. To bring into national focus the complex problems of young people who see themselves displaced by the changing economy in rural areas; who drop out of school and join the swelling ranks of the untrained, unemployed, insecure youth.
2. To define the nature and dimensions of the problem at the grass roots level of communities in the rural areas; and bring together facts and statistics regarding rate of school dropouts, juvenile delinquency, unemployment, etc., not now available.

This conference should have a most important impact on 4-H Club work of the future. We hope the Cooperative Extension Service will have many active participants in this national meeting.

WORKSHOP FOR STATE LEADERS

The Extension Committee on Organization and Policy has approved a workshop for the leader of the State 4-H program of each State, to be held early in 1964. The following committee has been appointed to develop the program: Russell Mawby, Michigan, chairman; Paul Moore, Montana; William Smith, Pennsylvania; George Foster, Tennessee; William Sutton, Georgia; Mylo S. Downey, FES. The committee is holding its first meeting Monday, April 22. More complete plans will be announced.

MARIE WOLFE NOW WORKING WITH USDA

We are happy to have Marie Wolfe, Assistant State 4-H Club Leader in Michigan, accept a temporary appointment on our Division staff. Initially,

Cooperating with Land-Grant Colleges and Universities

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she is focusing much of her time and effort on the preparation of educational materials related to youth programs in Civil Defense. We are counting on her good help in relation to 4-H in densely populated areas and to working with Fern on certain aspects of 4-H programs in Home Economics.

INCREASED IMPACT FROM NATIONAL 4-H WEEK

We are impressed with the reports of State and county activity, including proclamations, special printed reports, citizenship events, and mass media coverage. Likewise, we feel the Report-to-the-Nation activity worked out real well, with coverage on both coasts as well as in Washington. The national planning was worked out through efficient teamwork of the National 4-H Service Committee, the National 4-H Foundation, and our FES staff.

Some have asked about extra copies of the printed report. They are still available at the announced price through the National 4-H Service Committee.

RECOGNITIONS FOR FRIENDS-OF-4-H

During National Conference, nine persons will receive the "Partner in 4-H" recognitions. These are John A. Barr, President, Montgomery Ward and Company; J. Earl Coke, Vice President, Bank of America; Joseph Davis, Secretary, National 4-H Service Committee, Chicago; W. W. Hunter, Vice President, Shaw-Barton, Inc.; Dr. E. W. Mueller, Executive Secretary, Church in Town and Country, National Lutheran Council; Frank J. Reynolds, Industry Manager - Agriculture, United States Steel Corporation; J. Craig Smith, President, Avondale Mills; Miss Hilda Watson, NBC Public Affairs Coordinator (retired); Jacob White, President, Nitrogen Division (Arcadian Products), Allied Chemical Corporation.

Ten "Crested Clover" citations are to be presented to organizations, firms or foundations that have given outstanding nationwide support to 4-H. At various times during the year, the following will be recognized:

American Agricultural Editors' Association
National Association of Television and Radio Farm Directors
Newspaper Farm Editors' Association
American Bankers Association
The Automotive Safety Foundation
The Cudahy Packing Company
Ford Foundation
Gerber Products Company
Kerr Glass Manufacturing Corporation
Santa Fe Railway

The two plans were instituted by the Subcommittee on 4-H Club Work and recognitions are presented on behalf of the Cooperative Extension Service.

HONOR TO NATIONAL 4-H CLUB FOUNDATION

The Freedoms Foundation presented one of its principal recognitions to the National 4-H Club Foundation. Particular mention was made of the citizenship opportunities the Foundation has made available for 4-H Club members. These awards are made annually at Valley Forge on Washington's Birthday.

CANADIAN-UNITED STATES 4-H EXCHANGE

A group of Canadian 4-H members will be welcome participants at National 4-H Conference. For the other side of the sixth annual exchange, ten States have opportunity to select delegates for the 4-H Club Week Conference in Toronto and Ottawa during November, 1963. Girls are to be named by New Jersey, Nevada, South Carolina and Wisconsin; boys by Illinois, Maine, Puerto Rico and Utah.

Canada is celebrating the 50th anniversary year of the founding of its 4-H Club program.

4-H CLUB AGENTS TO MEET IN WASHINGTON

President Francis Mansue of the National Association of County 4-H Club Agents has announced the group will meet in November at the National 4-H Center. Tentative plans for the meeting include a close look at the "image of 4-H" and at professional improvement of members of the organization.

4-H STAFF AT AMERICAN HOME ECONOMICS ASSOCIATION

There is prospect of a 4-H staff get-together in Kansas City during American Home Economics Convention. Charline Lindsay and Arliss Honstead have agreed to make local arrangements. Will any State 4-H staff members who plan to be at AHEA please contact them, with a copy of your letter sent to Fern Kelley. We anticipate that several of you will be interested.

TEENAGE NUTRITION CONFERENCE

Over a hundred 4-H members were part of the Youthpower Conference in Chicago, March 28-30, where they concentrated on improving teenage

nutrition and on food-related careers. Dr. Evelyn Spindler, Extension Nutritionist, made an outstanding contribution as one of the professional consultants for the meeting.

REPRINT OF PNW HEALTH SERIES

Several States use the 4-H health series developed by Idaho-Washington-Oregon. We understand a reprint is to be made soon. States interested in buying copies should contact Maurice Johnson of Idaho.

REGIONAL 4-H TRACTOR OPERATOR'S CONTEST

The Seventh Annual 4-H Central and Western United States Tractor Operator's Contest is scheduled for Bismarck, N.D., September 29-30, and October 1. The Eastern United States Tractor Operator's Contest is scheduled for Richmond, Va. in connection with the Eastern Exposition.

These events are designed to create enthusiasm and interest among 4-H members in the safe, efficient operation and care of tractors. The National 4-H Service Committee and the donors of the 4-H Tractor Program are cooperating with us in sponsoring these events.

"YOUTH WORK - A PROFESSION"

We were impressed by a talk given by Dr. Ray R. Ranta at the December Kentucky Extension Workers Conference. In this initial presentation as State 4-H Club Leader, Ray was outlining his philosophy of Extension youth work, using as a measure the criteria usually associated with professions. We assume he would share copies with other State leaders who request them.

COMMUNITY SERVICE BY 4-H MEMBERS

For his doctoral thesis, Frank Campbell, State 4-H Leader of Wisconsin, studied the effects of community service activities on 4-H Club membership in five selected counties of his State. He compared 25 community service-oriented clubs with 25 non-community service-oriented clubs, and drew these conclusions: (1) The community service-oriented clubs are more likely to fulfill some of the developmental tasks of adolescent young people than the non-community service-oriented clubs. 4-H members 13-16 years of age have a greater interest in group activities including both sexes than the members 10-12 years of age. Younger 4-H members are more interested in individual projects, activities, and achievements, and prefer to work and play with those

of the same sex. 4-H members who have two to four years of experience with projects and individual activities are ready for new and more challenging experiences. They are seeking adult-like tasks in the form of decision making, leadership skills, masculine and feminine social roles, and independence from parents and other adults. The community service oriented clubs are more likely to provide these experiences. (2) That community service oriented clubs have a greater percentage of older members and re-enroll a greater percentage of older members than the non-community service oriented clubs. (3) That the community service oriented clubs provide economic, social and civic values to the community in directing the interests of youth in worthy community activities in "building up" rather than "tearing down" the community.

The work of Frank and other staff members is resulting in added emphasis on the "Community Builders" as a program idea.

"MEASURE YOUR 4-H PROGRAM"

4-H Leadership Development series # 7 is a script for the slide set, "Measure Your 4-H Program". We feel this is one of the very best set of slides yet to be produced. It uses cartoon type art work and should be interesting and understandable for 4-H leaders. The credit line was inadvertently left off this copy of the script. The original script was prepared by Donald Mitchell, National 4-H Fellow, Idaho, and James Kemp, National 4-H Fellow, Colorado. Several others including Laurel Sabrosky, Harlan Copeland, and Ed Reeves have contributed to the present script.

LEADER TRAINING WORKBOOKS

Recently, four leader training workbooks from the Association Press came to our attention.

THE LEADER AND CREATIVITY by Irving R. Weschler shows you how to discover why some people are more creative than others...what blocks creativity in individuals, groups and whole organizations...how to stimulate greater creativity in your organization and all its members. The author includes a creativity test to apply to yourself and others.

THE LEADER AND THE PROCESS OF CHANGE by Thomas R. Bennett, II, gives you the skills for making necessary changes without conflict. Following a look at what social science and experience tell about the problems apt to arise, Bennett shows how to avoid resistance by accurate anticipation and understanding of the effects of the particular change you want to make.

THE LEADER AND INDIVIDUAL MOTIVATION by Paul C. Buchanan leads you to constructive understanding of yourself and others through modern knowledge of what influences human behavior. Combined with Buchanan useful guidelines, this knowledge and its application gain for you more rational, flexible, creative, and cooperative response from each person in your organization.

THE LEADER AND GROUP EFFECTIVENESS by Gordon L. Lippitt and Edith Seashore bring you the best from group dynamics...how to discover the special characteristics of your group, how to apply this knowledge toward more effective participation, communication, and group productivity. Your special responsibilities as leader are clearly brought out.

These books are available from the Association Press, 291 Broadway, New York 7, New York for \$2.00 each or \$1.75 each in any dozen assortments.

MOVIES

We have seen two movies that might fit into your schedule of summer conferences for 4-H members. You will want to preview them carefully before programming.

"The Beauty Habit" - 29 minutes--color--sound. Setting is a teenage charm school, where a model shares her beauty secrets giving pointers on standing, walking, sitting, etc., showing how these ordinary things can be done in a "pretty" way. The importance of a well-balanced diet is stressed. Made by Florida Citrus Commission; distributed by Modern Talking Pictures, 3 East 54th Street, New York 22.

"Dust to Destiny" - About 40 minutes--color. Distributed by The Moody Bible Institute of Science, Inc., 11428 Santa Monica Boulevard, Los Angeles 25, California. This is a picture rich in science material, stressing the order and plan on life in plants and animals. Beautiful photography.

The American Cancer Society has alerted us to their filmstrip "To Smoke or Not to Smoke" addressed to teens. This is available through all branches of the Society.

PUBLICATION ON GOD-HOME-COUNTRY AWARDS

Rev. E. W. Mueller of the Lutheran Church, has requested our recent publication "This is 4-H" for Rural Church Leaders. We are glad to have this kind of distribution. You may recall Dr. Mueller was instrumental in developing the God, Home, and Country Award for 4-H Club members. The

program is outlined in his Church's publication, "First the Blade", which also contains other useful information for young people. A limited quantity is available for 4-H Club leaders. If you are interested in receiving a small supply, direct your request to Rev. E. W. Mueller, National Lutheran Council, 327 South LaSalle Street, Chicago 4, Ill.

NEW PHOTOGRAPHY LITERATURE

Unit I of the 4-H Photography Project series "Adventures with your Camera" and the accompanying leader's guide is off the press according to Jim Veeder, National 4-H Service Committee. On sale as of March 1 were 50,000 member's manuals and 25,000 leader's guides.

Send orders for the manuals and guides to Jim Veeder, National 4-H Service Committee, 59 East Van Buren Street, Chicago 5, Ill. Note: Minimum orders are 500 member's manuals and/or 100 leader's guides.

This is the first in a series of four "Adventures with your Camera" planned by the photography development committee. Photography is one of the fastest-growing project areas in 4-H.

Our Division of Management Operations has received several inquiries concerning the eligibility of the 4-H photography literature, Unit 1, Members' Manual and Leaders' guide, for mailing under the penalty mailing privilege. Due to the reference to commercial products in this literature, it is not eligible for mailing under the penalty mailing privilege to 4-H Club members or local leaders. However, there is no objection to using the penalty mailing privilege in mailing the literature, under the 4-pound limit, from the State Extension office to county agents. County agents should make arrangements to distribute the literature at meetings or at their offices. If it is necessary to mail the literature, postage stamps must be used.

INQUIRY ABOUT 4-H ACCOUNT BOOK

Louise Young, Chairman of the 4-H Home Management Committee, is contacting all States about a possible revision of the 4-H account book, an item stocked by the 4-H Supply Service. With the stepped-up interest in money management work with 4-H members, a revision of the account book is being considered. We hope your reply to Miss Young will reflect possible use of such a book by boys as well as girls.

VEHICLE SAFETY CHECKS

The National Vehicle Safety Check for Communities is distributing packets of material on how to plan and conduct vehicle safety checks, publicity ideas, and other promotional information. If your club or community is interested in carrying out such a project, contact the National Vehicle Safety Check for Communities, 2000 K Street, N.W., Washington 6, D. C.

TWO SPECIAL OBSERVANCES

National Library Week - April 21-27 - Emphasizing "For a better-read, better-informed America."

Mental Health Week - April 27 - May 4 - Is termed a "National Rally Against Mental Illness."

You would be familiar with appropriate contacts with the American Library Association and the National Association for Mental Health.

YOUTH DEVELOPMENT COMMITTEES

We need devices for helping county program planning committees to focus sharply on youth situations. The enclosed discussion guide for youth development committees raises thought provoking questions of concern to key community leaders, 4-H leaders and others working with youth. We think you will find this a useful tool in Extension youth program planning and RAD.

SHARING SOME GOOD IDEAS / IN USE IN THE STATES /

Alabama - State 4-H Council

When county 4-H Council presidents gathered for their 15th annual meeting during National 4-H Week, it brought together the largest group of 4-H'ers ever to assemble in Birmingham. Mr. J. A. Beaty, Manager of the Agriculture Department of the Birmingham Chamber of Commerce, cooperated with the State 4-H staff in making arrangements.

Arizona - First Annual 4-H Citizenship Day

Twenty-eight 4-H'ers and 14 adult leaders were guests of honor in Phoenix on Friday, March 1. The objectives of the 4-H Citizenship Day were:

(1) To gain a better understanding of State government. (2) To meet State government and business leaders. (3) To gain a broader understanding of citizenship responsibilities.

One boy and one girl from each of the 14 counties attended, selected on the basis of their four-fold development and because of their citizenship activities in the 4-H Club program. Adult leaders participating were selected by County 4-H Leader groups.

Among the highlights were reading of the Proclamation announcing 4-H Week by Secretary of State Wesley Bolin, a visit with Governor Fannin in the Executive office, and a visit to the State Senate where each delegate was introduced.

California - Home Furnishing Funorama

Alameda County has developed a new home furnishings activity designed to be both a learning and a fun experience. Project members and leaders were invited to bring accessories or flowers from home. The program included showing of a new film on color and a discussion of what members felt as they watched. Then the members were divided four to a group and selected a number indicating which of 16 room arrangements they would work with to choose wall colors, floor covering, window treatment, sofa or bed cover, and other fabrics used in the room. Each group selected accessories from the large group brought in. After the work period, an interesting critique of each arrangement by a specialist helped to bring out principles.

Connecticut - Governor Address State Leader Group

Governor John Dempsey gave the principal address at the 17th Annual Statewide 4-H Leaders Conference on March 9. The one-day event for about 300 leaders highlighted the observance of National 4-H Club Week. "Seeing the Dimensions of 4-H" was theme for the conference. In addition to general sessions and the banquet, leaders had their choice of workshops on career exploration, international understanding, and health and safety--areas currently receiving added emphasis in the State's 4-H program.

Georgia - First State for 4-H Goodwill Trip

Georgia will be the first State to send an all 4-H Club member delegation abroad under the Goodwill People-to-People Travel Program. Between 30 and 50 Senior 4-H'ers can make the three-week tour covering seven countries in eastern and western Europe. Outstanding boys and girls who are leaders in their communities are to be selected.

The Georgia group will leave New York July 4 and return July 24. Their schedule calls for stays in England, France, Belgium, Czechoslovakia, Hungary, Germany and Holland. "This program is not tourism," Dr. Tommy Walton has emphasized. "It will be an informative, educational mission dedicated to improving relations and understanding between peoples."

Kansas - Meat Utilization Activity

Club members enrolled in food-nutrition and livestock projects are eligible for a meat utilization activity, which has the objectives of helping them develop appreciation of value of meat in the human diet, plus knowledge and skills in selecting, preparing, or preserving meats. Participants work at such activities as purchasing meat for the family, preparing and preserving meats in a variety of ways, learning to identify cuts, being on a meats judging team, giving demonstrations and talks on meats topics.

Louisiana - Literature Workshop for State Specialists

A "first" for Louisiana, as well as the four man team who assisted from USDA, was the 4-H Literature Workshop held for all Extension subject matter specialists in the State. About 50 specialists were enthusiastic participants. In addition to general sessions, there were special workshops relating to home economics, animal science, plant science, and the projects related to engineering.

Minnesota - Leader Training in Safety and Automotive Projects

A series of five leader and agent training meetings emphasized developing awareness of the need for safety in the home, on the farm and in the car. Training for the two project areas was conducted at the same time with about one-half of the total time in separate sessions.

Mississippi - Big Blast in Leadership Development

For the last three years Mississippi has been planning and reinforcing a 4-H leadership development program and much experience has been gained in several pilot counties. In January a three week "leadership development class" was taught by Miss Emmie Nelson. The class consisted of 20 students from 16 counties which will implement leadership programs this year. Another class has been proposed for 1964. In addition to the three-week formalized class work, four district meetings of extension agents were held outlining the "role of agents in leadership development." The State 4-H staff, rural sociologists, Miss Emmie and Dr. Charles Freeman assisted in these district conferences.

Nebraska - Conservation and Leadership Camps

Four camps, each a week long, will be held to accommodate the various districts. Location is the State 4-H Camp in the 90,000 acre Nebraska National Forest. Many conservation subjects are to be explored. Leadership is taught in class sessions and through opportunities to practice leadership skills during the camp.

Tennessee - 16th Annual Statewide Young Farmers and Homemakers Leadership Conference

The 16th Annual Statewide Young Farmers and Homemakers Leadership Conference included a new look, projection, and emphasis on the young adult program. Dr. V. W. Darter, Extension Director, emphasized that according to the 1960 census, 261,372 rural youth in Tennessee are between the ages of 20-29. In the next decade this age group will be rapidly increasing.

Tennessee - State 4-H Club Congress

Education, campaigns, elections, recreation and serious citizenship discussions were blended in programs of the 16th Tennessee 4-H Club Congress. The event was held in Nashville on March 31-April 2. More than 600 young 4-H'ers, volunteer leaders, and extension workers from every county in the State attended. This is one of the major Statewide events of the year focused primarily on citizenship and leadership development. Governor Frank Clements was the banquet speaker.

Virginia, New York, Ohio - Leadership Forum

Fifty-eight local 4-H leaders from these three States attended the first in the 1963 series of forums conducted at the National 4-H Center in early March. They combined tours to historic shrines in the Washington area with lectures, discussions, and leadership practice activities.

West Virginia - Fund-Raising Policies

An excellent statement on fund raising, called a "Perennial 4-H Poser" has been distributed to agents. Nine county workers cooperated with C. P. Dorsey in developing the statement, each having consulted with their co-workers and with local 4-H Club leaders.

NEWS OF OUR /
CO-WORKERS /

L. R. Harrill of North Carolina, Dean of State 4-H Leaders, has announced a June 30 retirement date after an outstanding career which began when he was hired as the first county agent in his State to work exclusively with 4-H. Under his leadership, North Carolina has developed the 4-H program with the highest youth enrollment in the nation. He has had numerous national assignments and recognitions. In 1949 he went to Austria to help that country set up a program to help youth in the art of better living. Although he is leaving Extension, he has been elected to a new and challenging position as District Governor of Rotary - a fine tribute to his dedicated leadership. A special citation in the North Carolina Assembly referred to Mr. Harrill as "one of the dynamic forces behind the growth, advancement, and outstanding achievement of 4-H work in North Carolina."

Matthew S. Garside, Field Agent in 4-H Club Programs, Kentucky, retired on April 1. Mr. Garside has an enviable record in his 4-H service on both county and State staffs.

Miss Mary Louise Sanborn, who served New Hampshire for 32 years as Assistant State 4-H Club Leader, died in early March at the age of 80. "Sanny" was truly a pioneer in 4-H Club work and was dedicated to the possibilities of the program in the lives of youth in her State.

Gloria H. Johnson, formerly Assistant State 4-H Club Leader in Idaho, has yielded to the call to serve in far away places. She has accepted an assignment in Viet Nam with International Voluntary Services. Dorothy Hole is to fill her post in Idaho.

Margie Sellers of Texas, one of last year's 4-H Fellows, has replaced Peggy Wilsford Hollingsworth, who recently married and resigned from the staff. Texas has also appointed Robert L. Hunt to the position of Assistant State 4-H Club Leader.

Richard E. Young, Ohio, is newly-appointed as an Associate State Leader in 4-H. He was formerly a county staff member in Ohio.

Mrs. Betty A. Gum is named Acting State Extension 4-H and YMW Program Leader in West Virginia. She has been a County Extension 4-H Agent.

Edward W. Hackett, Jr. began work in Maine, March 1, as an Extension Specialist in Youth Education.

Congratulations to Aubrey R. Slayton of Virginia who is promoted to Associate State 4-H Club Agent, serving with Jack Tyree.

Dr. Paul A. Miller, president of West Virginia University, and Hans. J. Wolflisberg, president of the Nestle Company, Inc. have been named to the Sponsors Council of the National 4-H Club Foundation. Each has outstanding qualifications.

Paul Taff, retired, Iowa, spent two weeks in March working on historical materials for the National 4-H Club Foundation. The planning for this work was started a year ago when he had similar activity at our office in FES.

IN CLOSING

Some of us have had our lives touched and enriched by that wonderful man, "Uncle Charley" Hartley, in whose memory a scholarship fund is being established by a 4-H group in his native West Virginia. Quoted is the following, which was so typical of this 4-H pioneer's philosophy.

"Now to do my task well, there are some things I must do.
Some of them are:

Be and act myself always--looking for and expecting
change in conditions, in myself, and in others.

Take frequent inventory of myself and surroundings.

Work to develop myself and keep an open mind.

Try to get a vision.

.... LIVING--living to the extent of our abilities--IS OUR TAKS."

Sincerely yours,



Program Leaders:

Mylo S. Downey, Director
4-H and Youth Development

Maurice L. Hill

V. Joseph McAuliffe

Robert R. Pinches

Edgar A. Reeves, Jr.

Lloyd L. Rutledge

Marie Wolfe (*temporary*)

John W. Banning, Assistant Director
(on study leave)

Fern S. Kelley, Assistant Director
(Editor of IDEAS)

Enclosures

